Oct 9 1969

Mr. Jim Sherard
A. T. & T.
195 Broadway
New York

Dear Mr. Sherard:

Enclosed is a copy of the Ivy Network's proposal for coverage of the 1970 elections. By now I believe that Mr. Blake of Western Electric would have reached you concerning the proposal, but I will give you a brief recap.

The last time we spoke, you indicated that it was your understanding that A. T. & T. was to sponsor the entire coverage. This was not the case as I indicated to you over the phone. We see the funds from A. T. & T. and Western Electric as more of a grant, in the interest of public relations, than a commercial time buy. Hence, Mr. Blake and I intended that A. T. & T. pick up the line charges for the Network lines to be used on election night, while Western Electric covered the remaining production costs.

If you have any questions I will be contacting both you and Mr. Blake in the next week and we can discuss them. I can assure that the caliber of the coverage will be outstanding, as I believe the enclosed proposal shows. I remain,

Sincerely yours,

Robert J. Witkowski

# THE IVY NETWORK CORPORATION

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